



## Chris Cleary

29 Cavendish Road, London NW6 7XR

07947 473907 • [chris@chriscleary.co.uk](mailto:chris@chriscleary.co.uk) • [chriscleary.co.uk](http://chriscleary.co.uk)

### I am a freelance graphic designer and brand guardian.

I was born into the typography and print industries – various relations worked in typography, design, advertising and print. I was lucky enough to be given an opportunity at the London branch of Erik Spiekermann and Neville Brody’s FontShop International, where I refined my typographic and graphic design expertise. After some very successful permanent roles at London ad agencies, I decided in 2013 to make the switch to freelance and haven’t looked back. Lately I have also been using my considerable experience to advise and train.

#### Selected skills/experience:

- press ads
- web banners
- guidelines
- consulting (both workflow & design)
- web, mobile & UX
- posters
- POS & outdoor
- high-end typesetting
- DM
- email
- typographic branding
- visualisation & retouching
- presentations
- art direction
- annual reports & brochures
- copywriting

Design, visualisation and creative artworking across all media types for varied brands including 3, adidas, Anchor, Argos, British Gas, Dolce & Gabbana, Davidoff Cigars, easyJet, Flybe, Fullers, Gucci, Hugo Boss, Lacoste, Lexus, Nestlé, Samsung, Sky, TalkTalk, Toyota, Vodafone and Yorkshire Building Society.

#### Selected achievements:

- helped to set up the Paris arm of CHI & Partners, helping to recruit and train permanent staff
- greatly improved workflow at Tag’s specialist luxury brand department
- won at NMA Awards as typographer on press ads for COI (the Army)
- generated personal annual billings of £600,000 at Tag’s RBS studio
- spent a month as a freelance designer and consultant at Toyota Europe in Brussels, ascertaining the amount and type of permanent resource needed
- created simplified ‘quick reference’ guidelines for artworkers and designers to use to improve efficiency on several large brands



## Chris Cleary Ltd

Marketing communications: typography, design, retouching, brand care, consulting  
29 Cavendish Road, London NW6 7XR | 07947 473907 | [chris@chriscleary.co.uk](mailto:chris@chriscleary.co.uk)  
Company Number: 8485399 | 10 Western Road, Romford, Essex RM1 3JT



**Chris Cleary**

## Previous employment

### Tag Worldwide: 11/2005 - 03/2013

Typographer/designer/creative artworker across Tag's in-house studios.

I was employed as a troubleshooter to intervene where needed at short notice and resolve typography, visualisation, retouching, or artworking issues.

This included assignments at various ad agencies including Publicis, CHI & Partners, Glue, The Box, Krow Communications, Mother, Brooklyn Brothers and 180 Amsterdam.

### Publicis (Think Tank): 06/2001 - 11/2005

Typographer/Deputy Design Director (Think Tank was an in-house Creative Development & Brand Management unit servicing the Publicis Groupe).

Styling, development and brand guardian on various accounts including: Allied Domecq, Cadbury, Ericsson, Fidelity, Garnier, Hewlett-Packard, McVities, L'Oreal, Müller, Nestlé, Post Office, Procter & Gamble, Renault, UBS and Wonderbra.

### Gargoyle Graphics: 09/2000 - 06/2001

Typographer and Studio Manager.

General design, typography, typesetting, proof-reading and artwork.

### Fontworks UK: 02/1992 - 09/2000

Typographer and special projects.

Involved in typeface choices and applications for various clients ranging from advertising to packaging and publishing. Typographical and technical support. Modification and adaptation of typefaces. Design, artwork and print management of type specimen booklets.

## Some referees

Mickey Brooks: Studio Director, Tag Worldwide. [mbrooks@tagworldwide.com](mailto:mbrooks@tagworldwide.com)

Mitchell Gumbley: Creative Consultant. [mitch.gumbley@btinternet.com](mailto:mitch.gumbley@btinternet.com)

Simon Derungs: Account Director (UBS), Publicis. [simon.derungs@publicis.co.uk](mailto:simon.derungs@publicis.co.uk)

Lynne Tyson: Account Director (Renault), Publicis. [lynne.tyson@publicis.co.uk](mailto:lynne.tyson@publicis.co.uk)

Joe Graham: Managing Director, Typespec. [joe@typespec.co.uk](mailto:joe@typespec.co.uk)

Neville Brody: Managing Director, Research Studios. [nbrody@researchstudios.com](mailto:nbrody@researchstudios.com)

## Chris Cleary Ltd

Marketing communications: typography, design, retouching, brand care, consulting  
29 Cavendish Road, London NW6 7XR | 07947 473907 | [chris@chriscleary.co.uk](mailto:chris@chriscleary.co.uk)  
Company Number: 8485399 | 10 Western Road, Romford, Essex RM1 3JT

